Plan used to order 30% of items. $4.3MM plan

2045401465

VWEAR I 1994- EXPIRATION 7/31/94 (EDUCATION ON VWEAR II WILL BEGIN IN JUNE 1994)										
PREMIUM OFFERS BY MEDIA										
		DIRECT MAIL		MAGAZINES		RETAIL			FSI	
					BUYER	48,000 20 DEAL	15,000 20 DEAL			
				DOUBLE	RESPONSE	SHIPPER	CARTON DISPLAY		FSI	
	#	SLIMS CLUB #1	SLIMS CLUB #2	GATEFOLD	CARD	2 PACK W/COMPACT	CTN W/LIGHTER	CARTON INSERT	3-PAGE AD	
ITEMS OFFERED	UPCS	JANUARY	MARCH	FEBRUARY	MARCH	FEBRUARY	FEBRUARY	MARCH	FEBRUARY	
Tattoo kit	15	yes	no	yes		yes	yes	no	yes	
Silver heart Lighter	30	yes	no	yes		yes	yes	yes	yes	
Choker (kit) with removable brooch	35	yes	no	yes		yes	yes	no	yes	
T-shirt (commentary)	30	yes	no	yes		yes	yes	no	yes	
Sunglasses (w/case)	40	yes	no	yes		yes	yes	no	yes	
Printed crepe scarf	45	yes	no	yes		yes	yes	no	yes	
Wristwatch (Bracelet style)	250	yes	no	yes		yes	yes	no	yes	
Mini-bag pouch	60	yes	yes	yes		yes	yes	no	yes	
White Poet's Blouse (S/M, M/L)	60	yes	no	yes		yes	yes	no	yes	
Long Vest (S/M, M/L)	100	yes	no	yes		yes	yes	no	yes	
Large Suede Pouch Bag	175	yes	no	yes		yes	yes	no	yes	
Leather Jacket (S, M, L)	400	yes	no	yes		yes	yes	no	yes	
Notes		10% Off UPC Certificate				(48,000 Displays	(15,000 Displays			
		Low End Items - Competitive				20 Catalogs/Display)	20 Catalogs/Display)			
		High End Items - V. Slims				Take ones:960,000	Take Ones:300,000			TOTAL
Circulation		1,500,000	1,500,000	20,000,000	20,000,000	960,000	300,000	5,000,000	35,000,000	84,260,000
Order Form Expiration		XX	XX	XX	XX	XX	XX	Cat:XX; Lighter XX	XX	
P. O. Box		XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Cat only:XXXX; Both: XXXX	XXXX	
		V. Slims: 1.0MM	V. Slims: 1.0MM	BRC card to		BB for Catalog in	BB for Catalog in	BB for Catalog	10 Bonus	
		Competitive: .5MM	Competitive: .5MM	order catalog		each deal	each deal	and/or Lighter	UPCs	
				(Estimate catalog	(Estimate catalog	Vslims estimate	Vslims estimate	Vslims estimate		
				resp to BRC= 0.04%	resp to BRC= 0.05%	0.5% catalog response:	0.5% catalog response:	0.5% catalog response:		
				8,000	10,000	4,800	1,500	25,000		49,300
				Catalogs mailed for this	Catalogs mailed for this	Catalogs mailed for this	Catalogs mailed for this	Catalogs mailed for this		
				offer are returned to	offer are returned to	offer are returned to	offer are returned to	offer are returned to		
				P. O Box XXXX with	P. O Box XXXX with	P. O Box XXXX with	P. O Box XXXX with	P. O Box XXXX with		
				XX expiration	XX expiration	XX expiration	XX expiration	XX expiration		
									Catalog request from	900
									sub total	84,310,200
Catalog will be inserted with each order fulfilled						PLUS BB FROM ORDER (TOT MR'93 RESP: 0.09%) ==>			final total	64,368,079

Source: https://www.industrydocuments.ucsf.edu/docs/qzgj0004